



# Local Lines

Shrewsbury Electric and Cable Operations  
508-841-8500

What's  
Happening at  
**SELCO**  
October, 2006

## WWE Prizes Awarded to SELCO Customers

WWE fans Andrew Surabian, Janet Osborne and John Mastro recently won tickets to WWE premium wrestling events... you could be next!



Other WWE 24/7 subscribers recently won prize packs including cooler bags, duffle bags, DVDs and other great prizes.

Sign up for WWE 24/7 VOD service for just \$7.95/mo and get your first month FREE!

Congratulations to all of our WWE prize winners! Watch for more WWE promotions in the near future.

## SPECIAL OFFER:

Sign up for Showtime  
Unlimited for just \$5.95/mo  
for 6 months, PLUS get a  
\$25 rebate!

Call 508-841-8500 to order  
before November 30<sup>th</sup>

**SHOWTIME**

Rake in the Savings with a  
FREE Home Energy Audit

Home Energy Loss Prevention Service (HELPS) is ready to give you the information you need to get started on energy conservation projects that will save you money!

Call 1-888-333-7525 today to schedule a consultation.

## NEW SELCO Telephone Service Available November 2006

To remain competitive in the cable telecommunications marketplace, SELCO has made the decision to provide Shrewsbury residents with a high-quality, reliable alternative to their current home telephone service. To accomplish this goal we have formed a partnership with Sprint NEXTEL that will offer our customers the "best possible service at competitive prices."



SELCO has been working on this project since February 2006 when a telephony project manager was hired to help develop the best, most reliable digital telephone service possible. The result of the last eight months of research and hard work is **SELCO Telephone**.

SELCO Telephone is a fully-featured home telephone service backed up by the customer support, high reliability, and quick response time you experience with our electric, cable and TownISP Internet services. SELCO Telephone's service is intended to replace your existing telephone line... you can even keep your existing phone number!

Check out next month's *Local Lines Newsletter* for more information on SELCO Telephone.

## The NFL Network: Taking the Good With the Bad

The NFL Network, available on SELCO Digital Cable channel 238, offers programming for the professional football enthusiast. There is also a related NFL Video on Demand (VOD) component where fans can watch game summaries and repeats of classic games. However, the NFL Network puts constraints on when the VOD service is offered.

NFL Network requires SELCO and other cable operators to blackout the VOD service at all times when NFL games are being shown live. Due to these requirements, the NFL VOD service will be unavailable from Sunday noon until Tuesday morning, and at various other times.



During the 2006-2007 season the NFL Network will be broadcasting games on Thursday nights from late November until the season ends. For a separate contract that allows SELCO to carry these games, they will increase the rates that we pay by 300% and force us to put their programming on expanded basic cable.

Because of our wide array of existing programming, there are no available channels on expanded basic. In addition, SELCO is unwilling to raise rates for all customers to pay the higher cost of this short-lived programming.

We are sorry to disappoint the diehard NFL fans by not carrying these games, however due to cost and programming constraints we are unable to meet the NFL's unrealistic demands.

## Fairlawn 69kV Project Update

The contractor has started excavation for the installation of the switching structures at Logan Substation. Manhole cleaning and cable removal along Gordon Road and Sias Ave began on September 11<sup>th</sup>. Cable delivery took place at the end of September with installation beginning October 1<sup>st</sup>.

The fence at Logan Substation was repaired, sections were reinforced and 100 feet of new fencing was installed. This was necessary to bring the fence in compliance with the latest edition of the National Electric Safety Code.

## Donate Blood at the 10<sup>th</sup> Annual SELCO AMC Monsterfest Blood Drive and YOU Could Win an LCD Flat Panel TV!

SELCO along with AMC cable network and the Red Cross will be hosting our 10<sup>th</sup> annual *Monsterfest* blood drive at the Glavin Regional Center (214 Lake St. Shrewsbury) on October 27<sup>th</sup> from 9:30 am to 3:30 pm.

**All blood donors will be entered in a drawing to win an LCD Flat Panel TV courtesy of AMC!**

Appointments can be made in advance by calling the Red Cross at 508-791-7444 ext. 100. Walk-ins are welcome.

Watch **Monsterfest X** Oct. 22 – 31 on Ch. 42 and AMC VOD. *Monsterfest* is 10 days (240 hours) of *SPOOKTACULAR* monster movie classics plus 10 monster movies on VOD!

## Faster TownISP Connection Speeds

In mid-October download speeds for TownISP's *Standard Service*, *Speed Plus*, *Business*, *Commercial* and *Enterprise* will be increasing at no additional cost to customers.

	Old Down/Up	New Down/Up
Direct Connect	768Kbps/128Kbps	No Change
Standard	6Mbps/768Kbps	8Mbps/768Kbps
Speed Plus	8Mbps/768Kbps	10Mbps/768Kbps
Business	6Mbps/768Kbps	8Mbps/768Kbps
Commercial	8Mbps/1Mbps	10Mbps/1Mbps
Enterprise	10Mbps/1.5Mbps	12Mbps/1.5Mbps

## SELCO Channel Lineup Changes

[21] **WPX 69** recently changed affiliation from *Pax* to *i* but will carry much of the same programming.

[25] **WZMY 50** is now *MyTV New England*.

[75] **Lifetime Movies** was moved to Expanded basic channel 75 in early September.

[206] **Oxygen Network** was added to the Digital Cable lineup on channel 206 in early September.

[237] **Versus** is the new name for **OLN**, formerly the Outdoor Life Network. The name was changed to better reflect the current mix of sporting and outdoor programming.

## Frequently Asked Questions

**Q. How old do you have to be to get the Senior Citizen discount on Basic or Expanded Basic Cable?**

*A. To receive the Senior Citizen discount the head of household must be 65 years of age or older, and the SELCO Cable account must be in the Senior's name. Residents can request the Senior Discount by calling SELCO at 508-841-8500.*

**Q. I have been 65 for a while, but I forgot to notify SELCO that I was eligible for the discount, will SELCO apply the discount to my account retroactively?**

*A. No. The Basic and Expanded Basic Cable Senior Citizen discount is only applicable from the date SELCO is notified of your eligibility. We cannot credit your account for past billing periods during which you were eligible but did not notify us.*

## SELCO HDTV and HD/PVR



**HDTV:** 17 Channels of High-Definition TV just \$10.95/mo\*

**HD/PVR:** 17 High-Def Channels PLUS Personal Video Recorder (pause, record, and more) \$16.95/mo\*

\*To sign up for HDTV or PVR a subscription to Digital Cable is REQUIRED



**Maximum College Football**

**Regular Season Just \$129**  
**Call 508-841-8500 to Order!**

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Office Hours: 7:30 a.m. to 5:00 p.m. M-F